



Minutes

Pagosa Springs Town Tourism Committee

Tuesday, March 10th 2015

Pagosa Springs Visitor Center

4 pm

Meeting called by: Chirag Patel

Attendees: Voting Members; Chirag Patel, Larry Fisher, Jim Smith, Stephen Durham, Nick Tallent, Steve McKain, Criselda Montoya, Jon Johnson, Steve Wadley

Absences: Bob Kudelski, Matt Sprowls

Non Voting Attendees; Jennifer Green, Greg Schulte, Clint Alley

Please review: February Meeting Minutes

Please bring: Agenda, Committee reports

1. Call to Order
2. Determination Of Quorum (6)
3. Approval of Minutes – February
 - a. Nick Tallent motioned to approve the February minutes, Steve McKain seconded, all approved
4. Chair Report – Chirag K. Patel
 - a. Subcommittee Chairs
 - i. During February meeting, CK asked Board members to review subcommittees and volunteer to chair subcommittees in 2015:
 1. Budget – Stephen Durham
 2. Fulfillment – Jim Smith

3. Marketing – Chirag Patel
4. Events – Larry Fisher
5. Special Projects – inactive, given the addition of “Board Ideas and Comments” during each TTC meeting
6. Wayfinding & Signage – co chairs – Jon Johnson and Steve McKain
7. Visitor Center – inactive, group determined now that up-graded have been completed, VC could be handled by staff
8. Holiday – inactive, Chamber and TTC staff will handle Holiday Palooza efforts, any fireworks fundraising efforts will not be time consuming

b. Honoring Bob Hand’s Service to Community

- i. CK explained that the building being named after Bob Hand was not a permanent honor, given the recent change in property ownership and potential future change in ownership; New street sign did not include Mr. Hand’s name

1. Steve Wadley asked about the park in front of the Visitor Center and if it could be named after Bob Hand

- a. Jennie explained that neither James Dickhoff or Jim Miller were aware that the park had a name

- i. Nick Tallent mentioned that Mary Jo may have run into issues in the past with the park name previously; TTC Director will investigate further

- b. Jennie also mentioned that a plaque in the visitor center lobby could be added as well

2. Greg Schulte suggested that staff investigate further and review options and return to TTC Board with staff recommendation during April meeting

5. Treasurers Report – Stephen Durham

- a. Monthly Town Lodging Receipts report – Update

- i. January 2015 was down over 2014, however, 2015 will be stronger than 2013 and all previous Januarys; currently down 8% over 2014, there are multiple small payments outstanding

- b. Current finances

- i. Bills being processed and paid

6. Subcommittee Reports

- a. Budget – Update provided by Jennie Green

- ii. Bills being processed and paid

- b. Fulfillment – Jim Smith

- i. Design review of Lure Piece / Travel Planner

- 1. Jennie explained that a link to the design was sent the Board with monthly reports. TTC Board should review and provide any feedback by end of day Friday, March 13th.

- c. Marketing – Chirag Patel

- i. Go West feedback

- 1. Jennie provided overview of summit held in Colorado Springs, February 9th – 13th; CK and Jennie held over 60 meetings with tour operators, CTO International Reps and media
 - 2. Marketing subcommittee approved new custom email program to target 100,000 potential visitors in TX and Alb or Denver by utilizing third-party email lists of travelers that meet the attributes of Pagosa Springs target audience – Miles anticipates 10% open rate and 5% click through rate; 100,000 emails, content, etc for \$4,500. TTC Director investigating costs for increased TX audience and splitting front range / Alb audience. Program will launch in May.

- d. Events & Events Infrastructure – Larry Fisher

- i. Infrastructure request from FolkWest for upgraded Rigging and Backdrop; Jennie explained Folk West had requested \$5,000 towards new stage rigging and backdrop, an enhancement for 2015 anniversaries, a project that will cost \$7,300.

1. Group discussed ownership of proposed rigging and backdrop. Jennie explained that this was asked of Folk West in anticipation of the question; set up of the equipment would be required of an experienced group, such as Center for the Arts; additionally, storage of rigging would need to be provided of Town, as Folk West stores all items together and it would require unpacking and repacking unit to utilize rigging and backdrops
2. Greg asked group if an arrangement where Town retains ownership, but leases back as small charge was an option. Group questioned if town purchases rigging and event organizer takes event outside of Pagosa
3. Larry Fisher wants to fund something that would encourage more events use Reservoir Hill
4. Group discussed funding Pagosa Springs – advertising banners and investing in more permanent infrastructure
5. Jon suggested we go back to Folk West and ask if there is something else that would be more permanent to offset costs for enhanced rigging / stage
6. Jim Smith suggested we encourage them to host free night in Town Park again; Jennie explained that they attempted again two years ago and weather thwarted good intentions
7. CK pointed out that the events drive more heads in tents than heads in beds
8. Greg summarized discussion with direction that staff will explore permanent infrastructure considerations with event organizer on Reservoir Hill that improves the venue to enable more events to be held

ii. MAKERs Tour – update

1. Jennie provided overview of an email received from the Arts & Culture Project that they were canceling 2015 event and were proposing it being a biennial event; TTC Board wants to encourage MAKERs to hold the event annually for long-term success
2. TTC Director will invite event organizers to future meeting to discuss future plans

e. Wayfinding and Signage – Steve McKain / Jon Johnson

i. Jennie provided overview of 2015 / 2016 plans, based on discussion in subcommittee meeting earlier in day regarding 2015–2016 plans:

1. Piedra Road (\$20k each) = \$40,000
2. Overlook Enhancement – 2 new metal etched signs = \$5,000
3. Entrance Sign Landscaping (\$5k each sign) = \$10,000
4. Visitor Center Sign landscaping = \$2,500 (includes rebuilding retaining wall)
5. New Banners for 10 additional posts = \$2500 (average \$200 each for banner, brackets and set up charge)
6. 125th Anniversary Banners = 18 @ \$2,520 (no brackets needed, estimated \$140 for banner and set up charge)
7. Lights for new posts @ \$2500 / each = \$25,000
8. Chimney Rock Signs = \$1000
9. Hot Springs Blvd 2-sided Banner = \$600
10. Hot Springs Blvd Bridge Light pole Banners = \$2,500
11. Flowers (if town can assist in watering) = \$3,200 (\$200 per basket)

ii. Based on \$25k from Town / TTC annually, the total anticipated expenditures of \$92,320 is less than anticipated budget for 2015 / 2016

iii. Based on subcommittee direction, TTC Director will seek Town Council approval of 2-year priorities / budget during March mid-month meeting

g. Visitor Center subcommittee

i. New monitors have been added in lobby

7. TTC Director Report – Jennie Green

a. New monthly newsletter – TTC Director explained new “Spotlight on Tourism” newsletter to launch April 7th to local businesses interested in tourism marketing efforts; newsletter will include: Intro / overview,

marketing Efforts – highlight press / media activity, ad placement, PR request – soliciting story ideas, new info to include for upcoming press release, volunteer spotlight – highlight different volunteer each month promotional video showcase, various stats – visitor center traffic, demographics, lodging tax, leads, etc, special highlights, and more

- b. Letter of support for Stone & Masonry Restoration of the Old Pagosa Water Treatment Plant & Reconstruction of Historic Pedestrian Bridge
 - i. Jennie provided quick overview of project
 - ii. Group asked if Town supported project; Greg explained that the Town did support the grant
 - iii. Larry motioned to approve letter of support, Steve McKain seconded, all approved

8. Old Business

- a. None

9. New Business

- a. Annie Sewell – Retro Metro Kids; Safe Routes to School introduction – unable to make meeting; TTC Director to reschedule for April meeting
- b. Public Comment – none
- c. Greg gave update on MOU and bylaws – both Town and County have approved MOU with approval of amended bylaws; staff will bring by-law revisions to board for review in April meeting, in order to seek approval of
- d. Greg mentioned CML (Colorado Municipal League) / Colorado Ski Town Association – Greg asked group to consider joining, as it seemed like a similarly interested group to Tourism efforts; Greg explained participants were often Town Managers and Mayors, therefore no additional travel for Board / Tourism staff
- e. TTC Board Ideas and Comments
 - i. Steve Wadley asked about name of board; CK explained he had wanted to discuss same thing; CK suggested Visit Pagosa Springs, based on many other DMOs being named “visit destination” and as we promote ourselves outside of the area, it is a familiar naming convention with other destinations and our website and social media channels are already branded accordingly; group agreed

1. Steve Wadley indicated use of the word “town” was not ideal in the name, but the name of the town would work, given the county residents consider themselves Pagosa Springs
 2. Larry Fisher asked about Visit Pagosa Country; group determined that an online search “Visit Pagosa Springs” would yield stronger results for tourism efforts than Pagosa Country
- f. Nick Tallent asked for updates based on last month’s meeting regarding sidewalk cleaning, community bus transit and website update
- i. CK explained that Jim Smith was encourage to attend Town Council meeting regarding street cleaning, as it was not a TTC effort
 - ii. CK, Jennie and Steve Wadley attended transportation summit on Feb 26th; Steve explained it was more of a service for low-income than tourism right now
 - iii. Jennie explained website update was provided in Director Report; marketing subcommittee approved designs during meeting on Mar 5th and staff was pushing website vendor to early April launch

10. Adjournment

- a. Larry Fisher motioned to adjourn at 5:20pm, Jim Smith seconded, all approved